

Indexing in the Heartland

The newsletter of the Heartland Chapter of the American Society for Indexing

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Be sure to check out the Mock Wilson Judging event scheduled for July 16, 2011! (Details on page 4.)

Chapter News

By Meridith Murray, Co-President

After a long and grueling campaign and a very close election, I am honored to be your new co-president. Actually, the truth is that Devon e-mailed me and asked if I would do this, and I agreed. Would that all elections were so simple! The feature in this issue on transitioning from part-time to full-time indexing is very timely for me, as that is exactly my situation. Part of my "master plan" to become a full-time indexer included becoming more involved in the local chapter, so Devon's request was timely and, dare I add, providential. I am thankful for the example and encouragement of you, my indexing compatriots, and look forward to getting to know each of you in the coming months and years.

This election was noteworthy in that it involved our first use of an e-vote to elect the current officers. Quick, simple, and easy! I'm certain that we will continue to use this format for future elections. As this was my first chance to attend a meeting of the Heartland Chapter, I did not know exactly what to expect, but I was very impressed by the thoroughness of the planning and organization and by the camaraderie and cohesiveness of the group as a whole. As it will fall to me to help plan future meetings, I hope to be able to maintain this tradition of quality presentations and fellowship. Please let me know if you have ideas and suggestions, as this is a learning curve for me and I am open to any and all new ideas.

I am delighted to be a part of an organization where we can all work together and help each other. Best wishes to you all, and happy indexing! ■

Spring Meeting Highlights

By Carol Reed

It was great to visit with fellow Heartland indexers in Richmond this spring. Our meeting featured a presentation by Paula McCoy on database indexing, followed by a discussion led by Margie Towery on running an indexing business. We stretched a bit during Cathy Seckman's brief ergonomics presentation, and ended with the business meeting (minutes are at the end of the newsletter). Congratulations to our new and

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Our spring meeting presenters: Paula McCoy, Margie Towery, and Cathy Seckman

Upcoming events

October 1 or 8, 2011 - Heartland Chapter fall meeting, Richmond, IN, 10:00 a.m.-4:00 p.m. Watch for email updates.

July 16, 2011 - Mock Wilson judging event, West Lafayette, IN (all day)

October 21-22, 2011 - Chicago/Great Lakes Chapter Fall Workshops

Spring Meeting

(Continued from page 1)

continuing officers: Margaret Hentz and Meridith Murray, co-presidents; Sandy Topping, secretary; and Mary Peterson, treasurer.

Database indexing using controlled vocabularies

Paula's presentation introduced us to ProQuest's processes for indexing materials and maintaining the controlled vocabularies that guide the indexing. As Manager of Taxonomy Development at ProQuest, Paula was able to give us the big picture of how the behind-the-scenes processes work together to enhance the search experience of users.

ProQuest provides databases for professional and academic library use. The databases cover a vast range of topics, including business, science and technology, medicine, social sciences, news, government, and education. Each database gathers content from relevant sources, whether magazines, scholarly journals, newspapers, newswire feeds, dissertations, books, videos, or other materials.

The indexing of all that database content is guided by authority files and by the ProQuest Controlled Vocabulary. The vocabulary terms must address everything that gets indexed. This includes *metadata*, such as article type, document features, and source type, as well as *concepts and entities*, which include subjects, company and organization names, geographic locations, personal names, and product names.

Paula is responsible for managing the 11,000+ terms in the controlled vocabulary. As you can imagine, in order to reflect language and usage changes, accommodate new subject areas, and reflect terms that become obsolete, maintenance is an ongoing process. Paula's job involves

refining relationships between terms, adding new terms, researching terms for accuracy, and integrating purchased databases into existing platforms.

The controlled vocabulary also needs to accommodate automated indexing, which is employed when the volume of content is too much for human indexers to handle. In other cases, content providers supply key terms that are then mapped to the ProQuest Controlled Vocabulary, resulting in consistency among index terms.

The end users of ProQuest's information products don't see any of these efforts, but they enjoy easier, more accurate searching as a result. Users can search a database according to the key words they have in mind, and they can also browse the thesaurus to discover relevant terms they may not have considered. The term relationships defined by the thesauri allow the end user to see related, broader, and narrower terms that might better fit their search topic.

Paula also discussed avenues for freelance vocabulary indexing and ways to learn more about taxonomy (see box this page).

Your indexing business

Later in the afternoon, Margie Towery began the business-related discussion by sharing her own experience getting started back in 1994. She also passed out copies of the Pacific Northwest Chapter's collection of indexers' stories, "My First (Real) Indexing Job"

<<http://www.pnwasi.org/marketing.htm>>. This is fun to read wherever you are in your indexing career, and it's especially encouraging if you're just starting out.

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A big "Thank You" to Sharon Hilgenberg for the amazing goodies!

Freelance taxonomy resources:

- Taxonomies & Controlled Vocabularies SIG < www.taxonomies-sig.org >
- TaxoCoP list < <http://finance.groups.yahoo.com/group/TaxoCoP/>>

Educational resources:

- *The Accidental Taxonomist* (Hedden) (Reviewed on page 9)
- Taxonomy Boot Camp < <http://www.taxonomybootcamp.com/2011/>>
- ANSI/NISO guidelines for controlled vocabularies (Search "ANSI/NISO Z39.19" in browser)

Spring Meeting

(Continued from page 2)

Margie recommended some tips for keeping your business running:

- Provide good indexes, on time, on spec, without typos.
- Communicate with your client during the process without asking unnecessary questions.
- Be honest about scheduling concerns while respecting the publisher's deadline.
- Vet PDFs or pages immediately to make sure there are no pagination errors.
- Schedule projects to allow time for two edits.

Another smart move for indexers: keep a "drop-dead" file and update it continually. While we all hope no one experiences an illness or emergency, having a file with your current projects and contacts, pending jobs, and a list of other indexers who might be willing to help in an emergency is essential. A friend or family member can make sure your projects get handled or reassigned in your absence.

During the discussion, attendees offered their experiences with different marketing strategies. There were too many good ideas to include in this article, but here are a few:

- Enclose two bookmarks with Christmas cards to your clients, asking them to pass one bookmark on to a colleague.
- Build credibility and name recognition by becoming a chapter officer, serving on ASI committees, writing articles for indexing publications, or joining professional organizations related to your areas of expertise.
- Boost your web presence with a professional photo for your website and LinkedIn page, and get involved with SIGs.
- Give and receive referrals by getting to know the work of other indexers through chapter meetings, conferences, peer review, and mentoring relationships.
- Target your correspondence – identify the right person before sending your materials; look for the connections you can make with that person; mention jobs you've done that are similar to what they do.

Bend, stretch, reach for the stars

Cathy Seckman led us through some stretching exercises that target the typical problem areas for seated professionals: hands, middle back, and shoulder blades. Good ergonomics can help you prevent or minimize problems with these areas:

- Set up your monitors and copy stand to avoid craning your neck sideways or vertically.
- Adjust your chair and keyboard height to support good posture (and, as Mom always said, don't slouch!)
- Prevent eye strain with adequate lighting (several members recommended Ott lights) and if necessary, computer glasses to optimize your correction for your screen distance.
- Avoid mousing fatigue and shoulder stress by switching to a smaller mouse (or a pen mouse or ergonomic mouse), trying a foot-operated mouse, or alternating between left and right hands.

Thanks to all our speakers for insightful and engaging presentations! ■



Trying out some of the recommended stretches: Laura Ewald (left), Julie Stowers and Barbara Bushnell.

How Do They Do That?

Experience the Wilson Judging Process for Yourself

By Margie Towery

On March 19, 2011, the Wilson Award committee met to judge the book indexes that had been submitted for the H.W. Wilson Award for Excellence in Indexing. Prior to the committee's meeting, the registrar had received the submissions and prepared the books for judging. The Wilson judging process is completely anonymous. The registrar is the only person who knows who submitted the books for judging and/or who the indexers are. The judges only find out the identity of the winning indexer if there is a winner for that year. I hope you've already heard that Michael Brackney won this year for his index to *Dōgen's Extensive Record*, a translation of thirteenth-century Zen Buddhist teachings.

This year, Kay Schlembach hosted the committee at her home. Bonnie Hanks is the 2011 committee chair; Ina Gravitz played a central role this year as well. I was there as the next year's chair. There were nine total on the committee, including the registrar, who does not participate in the judging. Kay's house was an ideal place for the committee to do its work. There were several areas in which judges could sit, evaluating and making notes on each book. We spent two-thirds of the day doing just this. The atmosphere, except for a short lunch break, was like a university library during finals week!

After each judge had looked at each book, we gathered together and as a group talked about each book's index. We had good indexing discussions in a collegial atmosphere. I was encouraged by this: all of us came from somewhat different areas of indexing, but we were all on the same page when it came to evaluating the indexes. As indexers we often say things about subjectivity in evaluating an index – this process seems to me to eliminate it.

One tool that helps in the index evaluation process is the Wilson criteria checklist – this is a checklist based on the criteria that appear on ASI's website. This year some of us also used a shortened one-page checklist as well. Both of those proved quite beneficial. And the checklists would be equally useful for individuals who wish to evaluate indexes, whether their own or someone else's.

You might be asking yourself: So, how do I fit in all of this? You, too, can gain practice in the process by participating in a **Mock Wilson Judging**. Because the Chicago-Great Lakes and Heartland chapters are cohosts of the Wilson committee for 2012, as chair, I wanted to

provide an opportunity for more than just a few committee members to experience the judging process. That means the Mock Wilson will be run just as the real judging is, at least as close as possible given a larger group of participants. One of my goals is to make the Wilson process transparent (except for the anonymity of the index submitters!). If you are interested, here are the details:

Mock Wilson Judging

Saturday, July 16, 2011, likely a 9:00 a.m. start (but that will be finalized later – and remember we are always an hour ahead of Chicago).

Location: **West Lafayette, Indiana**. Email mtowery@aol.com for directions.

Lunch: I will provide salad/sandwich fixings and everyone else should bring something to add to the meal (potluck). ■

The Question That Won't Go Away

You've just told an acquaintance what you do for a living, and they look puzzled. "Can't that be automated?" they ask.

You patiently explain that an index is different from a concordance. You have maybe seven seconds to do so before their eyes glaze over.

But some prospective clients are genuinely interested in the answer to that question. After all, a fair amount of money is at stake, and authors have a personal investment in the production quality of their work.

Martha Osgood provides a concise, well-reasoned answer in her article "Can't the Index Be Written by a Computer?"

Check out this excellent reference on her website:

<http://www.backwordsindexing.com/Comp.html>

Meet a Fellow Heartlander: Meridith Murray

By Carol Reed



Newly elected copresident Meridith Murray has spent the last eleven years doing a variety of jobs in a high school—computer lab technician, Language Arts department program leader, academic teams coordinator and coach, English Language Learner building coordinator—“any job that nobody else wanted,” she jokes. Meridith is also mom to five children, church organist and choir director, and until

very recently, called herself a part-time indexer. Now that the kids are on their own, she’s decided to quit her high school job and start indexing full-time. She recently shared a little more with us about making that transition.

How and when did you initially get into indexing? “It was sometime in the early ‘90s; I was a stay-at-home mom and we were perennially short on money, so I was looking for something that I could do working from home. I took the two USDA courses and then started calling publishers and introducing myself. One publisher who was willing to take a chance on a new indexer had a small “niche” publishing company that serviced the infertility and adoption interests. Being a mother of five, I knew little about this field, but certainly learned a lot, as my first half-dozen or so jobs came from this source. I have since branched out but am thankful for the experience and knowledge I gained.”

You’ve been doing indexing part-time along with your other jobs. Has that created time management challenges? If so, what are your crunch-time strategies? “Actually, I am fortunate in that the nature of my current day job allows me to work on the occasional index in and around my other duties. Also, I do not have to bring any work home with me, so evenings are always my own for indexing work if I have a job in progress. My husband is very understanding if I have to let my usual routine around the house slip for a few days when I am working on an index. As a last resort, I can always take a personal day to finish an index.”

What made you decide to change careers? “My indexing work has been gradually increasing over the last couple of years without my doing anything specific to bring that about. I had settled into a comfortable part-time indexing routine, but I realized recently that if I were to actually

spend some time working on building up my business and clients, I could easily justify leaving my current job and indexing full-time. My children have all moved out of the house as of last summer and I would like to be able to have more time to spend with my husband. It just seemed like a good time to make the switch.”

It doesn't sound like you have a lot of free time, but when you do, what do you enjoy doing? “I spend a lot of time reading, of course! Other spare time pursuits: cooking, gardening, knitting, music (playing piano and organ). My oldest son and I make pysanky Easter eggs every year (he makes the most amazing eggs that look like Greek pottery—mine are somewhat less ambitious, although this year I made eggs with everyone’s name in hieroglyphs!). I have a lot of animals (cats and dogs, all rescues), and they require a time investment as well.”

It seems a lot of indexers enjoy creative pursuits on the side. How long have you been playing organ and directing the choir at your church? What do you enjoy most about doing those things? “I have been a church musician most of my life; I am actually starting out a new job at a new church, so there’s a little bit of a learning curve there. My husband has a beautiful bass voice, and he is very supportive; it helps to know that wherever I go, I can be assured of having a bass that I can count on! Everyone has talents, and the thing that I am most thankful for about my own musical talent is that I can use it to enhance the worship experience for others. Also, I really enjoy cranking up a powerful organ and letting it all loose!”

What aspects of full-time freelance indexing appeal to you the most? What do you consider most challenging? “I really like the freedom to plan my own time and be master of my own destiny! I am pretty independent, so the idea of working for myself is very appealing. The challenge is going to be for me to keep busy, but I am fairly confident that if I devote the time and energy to this enterprise, it will flourish. (If you build it, they will come!) It’s a little bit of a leap of faith for me to quit my day job, but it just feels like the timing is right.” ■



Can I Quit My Day Job Yet? or Why I Think I'm Ready To Be a Full-Time Freelancer

By Laura A. Ewald

I don't think it is any surprise that many of us who take an interest in indexing dream of a day when we can become full-time freelancers. The lure of setting our own hours and being able to work anywhere at any time is, of course, one of the attractions of the profession. Some newbies manage to make it in a matter of months. Others take years. My own journey took almost exactly three years from the time I attended a workshop on book indexing at a library conference in June of 2008 to my last day in higher education, June 30, 2011.

Am I crazy? Probably! But I do have a plan, a checklist of what I believe I need to accomplish before I jump into the deep end of the full-time freelance pool. So far, I am on track; only time will tell whether or not it was a good plan, a successful plan, but unless you happen to be married to a financially successful spouse with a good paycheck and health insurance (which I am not), money is, of course, the number one concern when quitting a day job. Here is my checklist for attempting the successful transition from employee to freelancer:

1. Get out of debt. Not having that regular paycheck will make day-to-day living challenging enough without having to worry about monthly payments of other types, so before even considering giving up the paycheck, pay off those debts: the car, the last student loan, and any other outstanding debt. (My last student loan was paid off three years ago, and I paid off my car last August.)

2. Get in the habit of spending less. Practice paying off any and all credit cards monthly. If you are like me, you won't want to get rid of them completely, both because you need one to make purchases online, and because the credit card statement is a great way to track your monthly spending. With the exception of only a couple of months back in early 2008, I have paid off my credit cards monthly since January of 1999, and I never make purchases on credit anymore that I don't know for certain I can pay off that month.

3. Have everything you need for your business before you lose that regular paycheck. A new computer, the indexing software, the big monitor, laser printer, business phone, business cards, stationary, ergonomic chair, a good desk—all those items you need to do the work safely and comfortably should be bought while you still have that regular paycheck. There will be plenty of ongoing

*Will I be able to pay my bills
without sweating it every month?
Will my savings account last until I
"make it" as a freelancer?*

purchases to make later, but have what you need to get started and keep working for a time.

3. Practice living frugally. This might sound odd, but we all get used to spending what we have coming in, and I don't believe anyone should count on being able to simply stop spending overnight. I had a target of eleven months when I finally said enough is enough in my day job, and I have been squirreling away one third of my paycheck every two weeks ever since. I am sure I will wish it had been more, but I do have a tidy savings account that I think will last me for at least six months even if I don't earn anything from my indexing business during that time.

4. Have at least one steady client. Part of my reasoning for going full-time is that what little work I have received sometimes has me working seven days a week and taking vacation hours from my day job in order to complete it by the deadline. I would also love to start marketing myself in order to acquire jobs that really interest me, but at this point I would not have time to do the work even if I found it. While my subcontracting work is not paying a whole lot yet, it has given me the experience and confidence to take that next step—and I need the time to do it.

5. Consider diversifying your services. Freelance indexing workflow can have its ups and downs, so think about what other services you might be able to offer in your business. I am currently indexing and abstracting. I am also seriously pursuing my fiction-writing career by submitting work to publishers, and I will be looking into other options, such as copy editing, to fill in some of the blank spots on my jobs calendar.

6. Downsize your lifestyle. "Downsizing" seems to be a buzz-word these days, but it is the perfect word for those of us looking to go into freelancing full time. True, I won't

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ASI National Conference Report

By Paula McCoy

The ASI National meeting was held in Providence, Rhode Island, April 28–30. Titled “Providential Transformation,” the conference included a variety of presentations, from ebooks to Spanish language indexing and indexing using controlled vocabularies and taxonomies. The conference was held at the Hilton Providence, next door to the Dunkin Donuts Center, which also happened to be hosting the Barnum & Bailey Circus. Traffic in and out of the hotel was constant on Saturday afternoon as conference attendees gathered for walking and trolley tours of the city – a festive ending to a busy, sometimes brain-wearying three days of seminars.

There were keynote speeches both Friday and Saturday, and they were very engaging. In his address on Friday morning, Joshua Tallent, founder of eBook Architects (www.ebookarchitects.com), detailed in layman’s terms the technologies of ebook platforms, noting their strengths and their weaknesses. Most important was his belief in the necessity for ebook indexes to exist and to be done right. In concluding, he called on book indexers to push ebook indexes to their publishers, to offer to produce an index workable with an ebook, and to stay aware of methods for producing ebook indexes. The session was well-received, as was a later roundtable session on indexes and ebooks.

Saturday’s keynote speaker was Erin McKean, founder of Wordnik (www.wordnik.com). She was a natural speaker, and probably the funniest speaker I’ve ever heard. She managed to mix in relevant ideas about words and word usage with off-the-wall examples and metaphors, invoking frequent laughter among attendees.

In their session on “Keeping Your Indexing Business Alive and Well,” Pilar Wyman and Janet Perlman talked about the current marketplace for indexers, including pressures on fees and rates. Their experience in bidding for the same job for UNESCO was quite interesting: they both offered the same rate, but Pilar stated in her bid that she was giving the client a “discount,” whereas Janet did not use that language. Pilar got the job, in a great example of how the nuances of a bid proposal can affect the outcome. A good amount of time was spent discussing “working efficiently,” which for many people includes using two monitors and not printing the PDF of the text.

The Wilson Award was presented during the Friday lunch. Michael Brackney spoke about his index to *Dōgen's Extensive Record: A Translation of the Eihei Koroku*, published by Wisdom Publications. He told me he was worried about the length of his speech, but I assured him that I enjoyed it, and my luncheon companions agreed.

WordCo sponsored a contest in which attendees were challenged to come up with words spelling out “INDEXER.” The winner was Connie Binder, and she was especially lucky: Joshua Tallent donated a Kindle 3 to the first-place winner!

Three seminars focused on database and controlled vocabulary indexing. In one session, database publishers ProQuest, H.W. Wilson, and American Psychological Association teamed up with the New York Times to talk about their indexing operations. At “Shaking the Tree: Case Studies of Taxonomies in Action,” speakers provided four different perspectives on taxonomy usage and creation, with one delving into the complex world of ontologies. A Saturday session sponsored by the Periodicals/Database Indexing SIG featured three speakers, including Devon Thomas of the Heartland Chapter.

The Heartland Chapter was well represented overall. In addition to Devon, John Bealle provided a tutorial on Regular Expressions; Cathy Seckman presented her session on stretching exercises and ergonomics aimed at preventing injury; and Margie Towery teamed with Kay Schlembach for a two-part session on the index evaluation criteria for the H.W. Wilson Award.

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Left to right: Margie Towery, Julie Stowers, Wanda Dietrich, Cherry Delaney, Marilyn Augst, Devon Thomas, Cynthia Yenna, and Judith McConville.

ASI National Conference

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On the software side, attendees benefited from sessions on using CINDEK, MadCap Flare, DEXembed, Macrex, and TExtract. Although some solutions are too expensive for many indexers, or beyond their current level of technical expertise, knowing they are out there is part of the continuing education of an indexer.



Julie Stowers, Marilyn Augst, and Cathy Seckman enjoy a break between sessions.

As to the conference overall, attendees seemed pleased with the offerings. The timing of the sessions was a slight problem, however. The Friday keynote session right after breakfast ran late, pushing several sessions from then on to a late start and sometimes a late finish; that trend continued into Saturday. It was difficult for some speakers to speed up their presentations because they were met with numerous comments and questions – which was a good thing, indicating a high degree of interest in all the topics covered.

Attendees, as usual, reveled in the opportunity to socialize with people they only see once a year, if that, or people they've only communicated with via email. I had dinner with people from New York, Texas, Panama, Florida, Minnesota, California, and even Ottawa, Canada. The half hour breaks were almost too long – given our propensity to always use more than the allotted break time! The Providence Hilton was ideally situated between downtown and a mostly Italian neighborhood featuring dozens of restaurants and bakeries, and not far from the historic district, home to the Rhode Island School of Design Art Museum. There was no shortage of local delis and coffee shops. Overall, the ASI National Conference was again a well-attended event featuring forward-thinking, insightful speakers and topics. ■

Can I Quit My Day Job?

(Continued from page 6)

be commuting anymore, and my current wardrobe will last for years to come, but I will need to cut out even more spending than I have in the last year. I am moving back to Kentucky, where the cost of living is much lower than my current residence in Illinois, and my only outstanding debt is the mortgage on the house in which I will be living, but I will not be eating out nearly as often as I do now, and I will need to clearly define “want” and “need” before I open my wallet.

So, how will I know my plan worked and when? Well, that will, of course, depend on how successful I am in my marketing. Will I be able to pay my bills without

sweating it every month? Will my savings account last until I “make it” as a freelancer? Will I be financially able to attend the next Heartland Chapter meeting? Will I ever be able to attend ASI national again? Will I ever be able to afford to go anywhere again? I have to consider that at least for the foreseeable future, my buying and travel days are behind me and plan on staying home. On the other hand, “home” sounds pretty good at the moment, so the sacrifice should be well worth not having to go to the day job.

I'll let you know in the fall. . . . ■

The Accidental Taxonomist—An Overview

By Paula McCoy

Heather Hedden's book *The Accidental Taxonomist* (Medford, New Jersey, Information Today, Inc., 2010) is an essential reference book for a subject that until now has been rather mysterious to those outside the world of controlled vocabularies and taxonomies. Numerous reviews have been written by librarians, professional taxonomists, information architects, and library school students, so yet another review is not required. What follows is a brief overview of the book that may help you decide whether to delve further into this type of indexing.

First, here are some reasons you might want to buy the book:

1. You're a library school student and not yet sure how you want your career to progress. This book can give you some great insights into a field that you may find fascinating, and for which you are already developing the necessary skills.
2. You're a book indexer and want to diversify your skills. This book will give you the information and the tools you need to learn as much as you want to about controlled vocabulary-based indexing and taxonomy building.
3. You're looking for a new career and already know you're interested in indexing of some kind.

The Accidental Taxonomist contains so much information that it can be overwhelming. It's the kind of book you don't have to sit down and read cover to cover; rather, you might find it useful to read chapters or sections in any order based on what you already know (or don't know) or what you are particularly interested in. Regardless of your current level of knowledge about taxonomies, you are guaranteed to find something you didn't know before. And even if you decide not to enter this field full force, it's still an interesting topic!

The book is divided into logical and well-arranged chapters, starting with "What Are Taxonomies?" and "Who Are Taxonomists?" It then moves to definitions of terms and their creation, and to relationships between terms. Having software to create and manage taxonomies is essential; this is covered as well, along with the both human and automated indexing. Knowing how taxonomies are used is essential to understanding the nuances of their structure, and Hedden describes real-world applications of taxonomies throughout the book. Finally, she devotes time to taxonomy as a profession, including freelance taxonomy projects. In this section, she provides practical advice on being a freelancer that should ring true for anyone who is already a freelance book indexer.

What makes *The Accidental Taxonomist* a major publication is that it fills a void: no other single source describes taxonomy work and the taxonomy profession so exhaustively. Furthermore, it is up to date with current technologies in the field – at least for the moment. So if you really like indexing and want to learn more about it, buy the book and keep it handy. ■

About this Newsletter

This newsletter is distributed twice a year to Heartland chapter members, ASI officers, ASI SIG contacts, and ASI chapter contacts. Archives are available on the Heartland website: <http://web.spsp.net/jbealle/heartland/index.html>.

American Society for Indexing

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**MINUTES OF SPRING MEETING
OF THE HEARTLAND CHAPTER OF
THE AMERICAN SOCIETY FOR INDEXING**

April 9, 2011, MCL Cafeteria, Richmond, IN

***Note:** Minutes of the most recent business meetings have not yet been approved. Until approved, they should be considered to be provisional minutes.*

Members and guests attending: Joe Augustin, Marilyn Augst, Barbara Bushnell, Cherry Delaney, Laura Ewald, Sharon Hilgenberg, Maureen Johnson, Paula McCoy, Meridith Murray, Mary Peterson, Carol Reed, Kay Reglein, Cathy Seckman, Rachel Shaw, Julie Stowers, Devon Thomas, Patti Thum, Margie Towery, Kelly Whitaker.

Devon Thomas presided for an abbreviated business meeting. Members did not approve the minutes of the previous meeting, and did not set a fall meeting date, due to the absence of three officers.

Treasurer's Report: Treasurer Mary Peterson reported a balance of \$2,594.84, and members approved the verbal report.

Newsletter Report: Carol Reed is planning a survey on newsletter use and format, and mentioned that any Heartlander is welcome to contribute articles to the newsletter, especially for Meet a Heartlander profiles.

Election Results: Devon Thomas announced the new junior co-president will be Meridith Murray. There was a brief discussion of the new election procedure, and it was agreed that members should receive at least one "remember to vote" e-mail between the initial mailing and the deadline. Any questions on voting procedures can be addressed to the secretary.

New Business: Margie Towery announced plans for a mock Wilson judging at her home July 16, and said all Heartland and Chicago members are welcome to attend. More details will be available through the Heartland list/serv.

Submitted by Cathy Seckman

Sandy Topping notes: "Many thanks to Cathy Seckman for taking the minutes in my absence. I really appreciate her help."